

1 ABSTRACT OF THE DISCLOSURE

2 Described are methods and apparatus for enhancing a
3 television advertisement simultaneously displayed on a
4 number of remote receivers. In one embodiment, one or more
5 advertisement templates are stored in memory on each of the
6 remote receivers. The templates include formatting
7 information and data fields into which can be inserted
8 predefined types of information. For example, a selected
9 template may be adapted to receive and display an
10 advertiser's name, product, and a hyperlink to the
11 advertiser's web site. A content creator, (e.g., a program
12 producer, broadcaster, affiliate, cable company or
13 satellite provider), embeds an advertisement summary in a
14 data service channel of a broadcast signal. The
15 advertisement summary includes a resource identifier unique
16 to a selected one of the advertisement templates. Upon
17 receiving an advertisement summary directed to a resident
18 advertisement template, the receiver combines custom
19 advertisement information provided in the advertisement
20 summary with formatting information provided in the
21 advertisement template. The receiver employs the combined
22 information to create and display a custom advertisement,
23 which may include hyperlinks to additional produce or
24 service information.